

A Symphony of Fashion, Hope and Impact: Voting Now Open for the 2026 Cashmere Collection

Annual fashion fundraiser celebrates the unique voices of designers, advocates and Canadians in support of the breast cancer cause

TORONTO, Oct. 8, 2026 – For the 23rd year, the Cashmere Collection brought together Canada’s fashion community for an evening of creativity, compassion and purpose. The internationally recognized fundraiser showcased one-of-a-kind couture creations in support of the breast cancer cause, uniting designers, advocates and supporters around a shared goal: helping create a future without breast cancer.

Inspired by this year’s theme, “[Symphony](#),” sixteen of Canada’s top emerging and established designers transformed luxuriously soft and strong Cashmere Bathroom Tissue into couture garments. Much like a symphony, each design represented a unique voice and creative perspective, reflecting the power of Canadians coming together from coast to coast to coast in support of a shared cause.

“The Cashmere Collection continues to demonstrate the power of fashion with compassion, transforming creativity into meaningful support for the breast cancer cause and all those affected by it,” said Susan Irving, Chief Marketing Officer, Kruger Products Inc. “While the couture creations continue to inspire year after year, the true impact of the Collection can be seen in the awareness, support and action it inspires across Canada. By voting for their favourite design, Canadians have an opportunity to support the important work of our charitable partners, while celebrating the creativity, talent and generosity that have defined the Cashmere Collection for 23 years.”

Vote to Add Your Voice to the Symphony

Canadians are invited to help decide which design takes centre stage by visiting CashmereCollection.ca to cast one vote per day for their favourite design from this year’s collection. For every vote cast, Cashmere Bathroom Tissue will donate \$1 to the breast cancer cause through its charitable partners, the Canadian Cancer Society (CCS) and the Quebec Breast Cancer Foundation (QBCF), up to a maximum of \$100,000.

Since 2004, the Cashmere Collection has raised over \$5.6 million in support of breast cancer awareness, research and community programs through its charitable partners, the CCS and QBCF.

In addition to supporting their favourite designer and the breast cancer cause, Canadians who vote online will be entered for a chance to win a grand cash prize of \$5,000 CAD. Voting remains open until Nov. 15, 2026 with the winning design announced on Nov. 18, 2026.

A Chorus of Talent Across Canada

Representing communities from across the country, the following designers graced the runway: Antoinette Di Carlo, Catherine Addai, Christopher Paunil, Claudette Floyd, Curtis Matysek, Donn

Sabeen, Funmilayo Odeniyi, Kelsey Erin, Lesley Hampton, Nikki Yassemi, Oscar Mendoza, Richard Wei, Sam Wong, Somaya Ahmadi, Sudha Hemnani and Tia Kureshi.

Every year, Cashmere partners with inspiring voices to help bring its message to Canadians in meaningful and authentic ways. This year's Collection was supported by an incredible group of advocates, ambassadors and special guests including hockey legend and four-time Olympic gold medallist Hayley Wickenheiser, respected sports broadcaster Christine Simpson, and three-time Team Canada gold medalist and 2026 Calder Trophy winner Matthew Schaefer, who helped amplify the message beyond the runway.

Also lending her voice to this year's Symphony-inspired collection was Canadian singer, television personality and entertainment icon Keshia Chanté. As one of Canada's most celebrated entertainers and recognizable voices, Chanté brought added meaning to the evening as this year's spokesperson, closing the event with a surprise performance inspired by her deeply personal connection to the breast cancer cause.

"Cancer has touched all of us in some way, whether personally or through someone we love. I've seen the impact breast cancer can have on the people closest to me, including my aunt's sister, who underwent a double mastectomy and continues to navigate her journey," said Chanté. "Combined with the loss of my grandmother to cancer, these experiences are why being this year's Cashmere Collection spokesperson is so meaningful to me. The Cashmere Collection shows what can happen when Canadians come together behind a shared cause, using creativity, compassion and collective action to help create a future without breast cancer".

Sustaining the Symphony Beyond the Runway

Canadians can further support the cause by purchasing specially marked pink ribbon packages of Cashmere and Purex Bathroom Tissue. An additional \$1 from each package sold will support the breast cancer cause through the CCS and QBCF, up to a maximum of \$100,000.

Breast cancer is the second leading cause of cancer-related death among Canadian women, with more than 30,000 Canadians diagnosed each year, underscoring the continued importance of awareness, early detection and support. This continued need is why initiatives like the Cashmere Collection remain so important in helping to raise awareness and funds for the breast cancer cause.

By voting for their favourite design in the collection and purchasing participating products, Canadians can help continue that impact and create a future without breast cancer.

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About the Cashmere Collection

Founded in 2004, the internationally award-winning Cashmere Collection is an ardent supporter of Canada's fashion design community and the breast cancer cause. Many of the greatest names in Canadian fashion have contributed to the Collection, including Marie Saint Pierre, Greta Constantine, Denis Gagnon, David Dixon, Rudsak, NARCES, Stephan Caras, Lucian Matis and Rodney Philpott, among many others.

Over the last 22 years, the Cashmere Collection has raised over \$5.6 million in support of breast cancer awareness, research and community programs for its charitable partners, the Canadian Cancer Society and the Quebec Breast Cancer Foundation.

About Cashmere and Kruger Products Inc.

Cashmere Bathroom Tissue, Canada's best-selling tissue brand, reflects Kruger Products' commitment to providing consumers with the finest-quality, Canadian-made bathroom tissue products. Kruger Products is Canada's leading manufacturer of quality tissue products for household, industrial and commercial use. The company serves the Canadian consumer market through well-known brands including Cashmere, Purex, SpongeTowels, Scotties, White Swan and Bonterra. Kruger Products has approximately 3,000 employees and operates 10 FSC® COC-certified production facilities in North America. For more information, visit the [Kruger Products website](#).

A longstanding and committed contributor to the breast cancer cause, Kruger Products Inc. has supported the Canadian Breast Cancer Foundation, now part of the Canadian Cancer Society, since 2004. Kruger Products Inc. is also among the leading contributors to the Quebec Breast Cancer Foundation.

About the Canadian Cancer Society

The Canadian Cancer Society works tirelessly to save lives, improve lives and drive collective action against cancer. Together with patients, volunteers, donors and communities across the country, we raise funds to invest in transformative cancer research, we provide a caring support system for everyone affected by cancer and we advocate to governments to create a healthier future for all. It takes a society to take on cancer – and the Canadian Cancer Society is leading the way. Help us make a difference. Call 1-888-939-3333 or visit cancer.ca today.

About the Quebec Breast Cancer Foundation

The Quebec Breast Cancer Foundation is the only philanthropic organization to ensure that the benefits of its investments in breast cancer research stay here in Quebec. In over 31 years, it has raised more than \$72 million and invested it in cutting-edge research and in breast cancer patients and their loved ones with its free support programs. Through research and innovation, support and education, it ensures that people with the disease and their families remain the real focus of its mission. Families, researchers, volunteers and donors all share the same hope: to increase the survival rate of people affected by breast cancer and improve their quality of life. Follow the QBCF on social media via [Facebook](#), [LinkedIn](#) and [Instagram](#).

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